

FAMOUS PLAYERS THEATRES

**NATIONAL**

**Ballyhoo**

COMPILED AND  
EDITED BY  
**DAN KRENDEL**

**SERVE • SAVE • SELL AND PROFIT WITH SHOWMANSHIP!**

VOL. 1 - NUMBER 10

JUNE 22, 1956

LEADERSHIP - LOYALTY - CO-OPERATION

We often sit and talk over old times ... the state of our business past and present, and the odd speculation as to what the future has in store for us. We gripe a little ... it's only human ... but usually the conversation ends on a cheerful note, with a lot of nice things being said about the people who are our daily associates, and the men who have so ably guided our destinies for so long a time. We're glad that we're in Showbusiness.

Ours is a successful business ... something which didn't just happen by accident. Success in business doesn't come about through some mysterious processes of natural evolution. It has its birth in imagination and foresight, and only reaches maturity, which is just another way of saying 'successful operation' through the combined efforts, skills and ingenuity of many and diverse personalities. We have many such in our Famous Family.

We are blessed in our organization with the kind of leadership which makes for efficient, friendly and harmonious Esprit de Corps ... a feeling of unity, of loyalty, and most important of all, complete co-operation. Each of us in his own way is working for the good and welfare of all of us. That's a mighty good feeling to have ... Let's never let go of it.

The going is a little rougher than we have been accustomed to. We've got to think a little clearer ... work a whole lot harder, but most of us have been through this before, and we came out of it all in one piece... a little more wary perhaps ... but with renewed confidence in ourselves and in this great industry which has become a part of our very lives.

Sure we have problems ... lots of them, but then, that's what adds spice and zest to our daily work. Now as never before we've got to act like a team and work like a team. We've got to be cheerful and spread that cheer wherever we make an appearance. We've got to be optimistic ... but we've also got to back up that optimism with a practical demonstration of our desire and our ability to make our future come true.

What is that future? That's something that each one of ... us has to answer in his own words. You have the ingredients ... Loyalty, Enthusiasm, Co-operation. Now you give with the answer.

D.E.K.

FAMOUS PLAYERS CANADIAN CORPORATION



1200 ROYAL BANK BLDG., TORONTO



## SCHOOL'S OUT

Yes sir ... school's out, and for two months hundreds of thousands of small fry will be frying in the streets and on corner lots, if you don't do something about it. They can be your best customers, as you very well know ... IF you go out of your way ... just a bit, to make your theatre so attractive that they'll naturally gravitate in its direction.

Telling 'em that it's cool inside isn't quite enough ... They want a little more than that. They want special attractions that appeal to their young tastes. They want special matinees with a chance to knock off some prizes ... They want free treats, and they want to know that they're welcome.

You, my friends are the only ones who can do something about this. You can plan their entertainment for them. You can arrange special shows, Pepsi bottle-cap matinees, amateur contests and the hundreds of things you yourself used to enjoy as a young 'un.

And don't forget this ... their parents are behind you all the way ... if you show them that you're interested too. Here's your chance to play Santa to the youngsters in your town, and benefit your boxoffice at the same time. Think it over pal ... and better decide that you're going to really do something about it this year.

.X.X.X.X.X.

## HOW ABOUT A FLOWER SHOW?

This is the season of amateur gardening ... and you'd be surprised, although you shouldn't be ... at the vast number of adults who spend a great deal of their leisure time in just that pastime.

You've got a horticultural society in your town. Why not have a little chat with the directors, and arrange for a display of seasonal flowers in your lobby. Maybe you can promote a few prizes to add a little zest to it. Everybody thinks he's the best doggone amateur farmer in the world ... Make them prove it ... they'll love it.

And you know what? In the Fall you can have a vegetable show, to give them a chance to display the edible products of their season's toil. All you've got to do is look around you and think a little. All kinds of gimmicks staring you in the face.

.X.X.X.X.X.

## ATTRACTION LEADERS

Yes ... I know all the answers. I should, I've heard them all so often. But guys ... make sure that every one of your screen subjects is preceded by an appropriate leader, huh? It makes for a much smoother presentation. And make sure that the projectionist removes them before packing the film for shipment to the exchange. The most common excuse for the absence of a leader is that the operator forgot to take it off. Boy ... the exchanges must really be loaded with 'em. Somebody should check it. Anyway ... YOU make sure that yours are used, will you?

## H.O. MAT SERVICE

In our last bulletin I mentioned the proof-sheets sent out by our Publicity Department, and the mat service available to all of our theatres. Perhaps I was mistaken in thinking that only a handful of our lads use this service, as I have received several notes from managers across the circuit assuring me that they scan these proof sheets religiously on arrival and order all their mat requirements from them.

I have one note which seems to tell the story. It's from Fred Tickell out in Medicine Hat, and here's what Fred has to say about them ... "Not only are the ads much better than those in the press books, but the mats are so much cheaper ... nearly half the cost of exchange ad mats. I use them all the time."

Well ... so I stand corrected. But ... just in case YOU are the odd exception ... may I repeat again, you can do a lot worse and spend a lot more money by fluffing off the natural advantages offered you by our Head Office Publicity Department proof sheet and mat service. Catch on?

.X.X.X.X.X.

## CONFECTIONOTES

Some items of confections sell better in the summer than others ... Do YOU know what they are? Do you give them preferred display? Have a look ... a good look, at your bar TODAY, and if you're not quite sure, discuss it with your confection salesgirl ... I'll bet she knows.

And fellows ... how's your ice cream doing? As well as it should? Several of our boys have relocated their freezers to excellent results. Art Cauley in Peterboro moved his ice cream display to the centre of his bar ... at very small cost ... and DOUBLED ... yes, that's what I said ... doubled his ice cream sales. Maybe you can do the same.

If you have any ideas discuss them with your T.C.L. rep. the next time he calls around, and if you agree on a change, drop a note to your District Manager. Let's get every last dime we can out of our confection business... It's up to YOU.

.X.X.X.X.X.

## POPCORN WEEK

Have you taken advantage of the Popcorn week package deal offered by Jack Fitzgibbons in a recent memo? If you haven't I can only think of two reasons ... either you just don't care to increase your confection bar take, or, and perish the thought ... it's too much trouble, and you should excuse us for even suggesting it.

You know best whether you need those extra bucks of revenue, and frankly, I don't know what you're waiting for. The deal practically sells itself ... all you have to do is give a little PUSH. How about it ... can we count you in? Then sit down right now and drop Jack a note telling him so. He'll be glad to hear from you.



## APPROPRIATE ATTIRE

We spend a lot of money every year on what we feel are the correct types of uniforms for every member of our theatre staffs. Sometimes we can't help but wonder a little as to what happens to those same uniforms. Obviously in some situations they simply are not worn, and the manager doesn't seem to care. We see confection girls in regular street attire, and we see cashiers in ... well, read what one investigator had to say about it ...

"The cashier was not wearing a uniform ... she was wearing what appeared to be a striped T shirt, more appropriate for a weiner roast than a theatre boxoffice."

See what I mean? Fellows ... make sure that your staff is properly uniformed at all times, and that the uniforms are clean and fresh. And ... I guess that goes for the manager too. It certainly doesn't impress customers to see the executive in charge running around in his shirt sleeves. So ... even if you're only going up to the booth ... or next door for a Coke ... slip your coat on, eh? If your staff notices that you think it important to be properly dressed, I'm sure they'll get the idea.

.x.x.x.x.x.x.

## COOL COMFORT

All summer you advertise ... and if you don't you should ... that your theatre is 'Cool and Comfortable.' Well, if you are equipped with a good conditioning system it is reasonable to assume that your theatre is cool ... but what about the 'comfort' tag?

I've checked theatres where the seats were so badly torn that it was actually a physical hazard to attempt to sit in them. That's what you call comfort?

I've walked into washrooms where no supplies were available. No soap, no towels ... or the electric dryer was out of order. It can become awfully annoying to a paying customer. Is that comfort?

I sat in a theatre one day and was constantly annoyed by shadows of passing automobiles and pedestrians on the screen. All that was required was for some thoughtful employee to draw the curtains across the huge picture window. I wasn't very comfortable.

We want you to sell the 'Cool and Comfortable' angle, and sell it well. It's part of your very important stock in trade ... but fellows, back up your selling by providing exactly what you advertise, and a little more. That's the way to keep your customers happy, and to keep them coming back.

.x.x.x.x.x.x.

## BOOKS OF F.P. TICKETS

How many books of tickets have the members of your staff sold since our Christmas drive? Are you sure that they know that we now pay a commission on all sales, all year 'round? If they don't, remind them of it. I'm sure they can use the extra dough ... and you can certainly use the extra sales. Get on it, huh? Right now.

## A NOTE FROM ROLY

R.G. 'Roly' Darby, genial head of our insurance department has sent along a note for publication in this issue. I've been after him for months to give with a story, and while this isn't quite what I had in mind, it's extremely important ... so, take heed of what he says. YOU may be the guy he's referring to.

"Your Insurance Department has in recent months received numerous requests by employees for hospitalization benefits, with the thought in mind that they are covered under our Hospital and Surgical plan. Such is not always the case. It would appear that some of our managers have forgotten that all employees on our circuit are covered by Workmen's Compensation for any injuries received in the course of their duties. Hospital and Surgical coverage applies only to injuries, sickness or surgical requirements which are not directly attributable to your duties on the job."

"Therefore, I would again like to remind you ... and please make sure that you understand this. Any injuries sustained by an employee on your payroll should immediately be reported to your local Workmen's Compensation Board office, and a copy of your report sent to this office. If you have any questions regarding this, do not hesitate to get clarification from your Insurance Department."

"It is also important to know that a delay in making these reports to the board may result in some difficulties, and quite possibly a fine. The board under their powers could, if they so desired, also assess us for the payment of any indemnities to which the employee and our company are entitled."

All I can say is that Roly puts it very plainly, and there should certainly be no further cause for misunderstanding. If an employee is hurt while on the job, file a report with the Workmen's Compensation Board, with a copy to Roly. In all other instances, employees subscribing to our H & S plan, can claim benefits as stated in their certificates. Okay? Good.

.X.X.X.X.X.

## CONGRATULATIONS LEN

Len Turolde, head man of the Capitol in Brandon sends along a news item, complete with photo of the newly-elected president of the Brandon Lions Club ... natch ... Len himself. Len has been a member of the club for many years, and finally has been rewarded for all his untiring efforts in its behalf. Congratulations Len,

.X.X.X.X.X.

## BUILDING GOOD-WILL

Mel Gow of the Capitol in Nanaimo informs me that for some time now he has been permitting the use of the Strand Theatre lobby for purposes of conducting rummage sales, home cooking sales etc. to members of several ladies' organizations in the city. It doesn't cost the theatre a dime ... Mel does the cleaning up himself ... and does result in excellent Public Relations for the theatre and F.P. Mel adds that these organizations can always be counted on to help out in any of his promotional activities. Works both ways, doesn't it?



## WITH OUR DRUMBEATERS

Well ... we do have some activities to report ... not as many as I would like to see, but the ones I have are good, and suggest good thinking supported by good action on the part of at least a few of our world-beaters.

Every time I get a little discouraged, or disappointed at what appears to be lack of interest in what we are trying to accomplish through the medium of these pages ... along comes the mailman and dumps another batch of stuff on my desk, and even though it always seems to be from the same guys, it does give me a lift to know that at least some of you are interested in keeping this thing alive, and passing on the benefit of your experience and results to the rest of our gang who may take the trouble to peruse these pages.

Why, I finally even got Lloyd Palmer, our Port Arthur way to take a few minutes to report his Western Jamboree of which I had heard so much. Good stuff from Ack ... natch, and Charlie Doctor out in Vancouver. A fine campaign from Len Bishop, and one from Bill Burke in Brantford. And ... a few other lads came through too. But ... the vast majority still remain mum; and try awfully hard to keep their goings-on a deep, dark secret. Why? Well, suppose you tell me.

Ho hum ... guess maybe you get the idea. This is supposed to be a co-operative effort ... yours and mine. You report and I'll publish ... but fellows, it just ain't possible to pull fillers out of thin air ... so, if you're interested, and want this bulletin to continue ... do YOUR part too, will you? The accent should be on summer selling right about now ... so, let's hear what you're doing to 'Beat the Heat' in your part of the country, huh?

And now, I guess we should get on with the job of reporting some of the drumbeats ... so, let us away ...

.X.X.X.X.X.

## SHEAS - TORONTO

Len did quite a job on MAN IN THE GRAY FLANNEL SUIT. The big deal of course, and the one that had 'em all talking, was the one with Tip Top Tailors. They provided six flannel suits, one to be given away each day during the first week of the pic's run. Tip Top had a man in a GRAY FLANNEL SUIT travelling all over Toronto, and all one had to do to win a similar suit was stop him and ask "Are you the Tip Top MAN IN THE GRAY FLANNEL SUIT?" Of course there was one little gimmick ... one had to have a current copy of the Star in one's possession at the time. The Star, in return, came through with generous space every day during the week.

The local Italian newspaper sold a double-truck to their clothing accounts. The pic was screened in advance for Press and T.V. and radio, to excellent results. The American News Company bannered all their trucks, and placed good displays in all stores handling the pocket edition. Eaton's came through handsomely, with two full pages in the dailies, and display material in their men's clothing section. Also excellent window space. The Wool Bureau hopped on the bandwagon as per the pre-arranged H.O. deal. All in all an excellent job of selling.

## ORPHEUM .. VANCOUVER

Ivan Ackery doesn't do things by halves ... no sir ... he really goes all out, as witness what he was able to do with COCKLESHELL HEROES. He recruited both the Canadian and U.S. naval lads to help publicize this pic, and did they ever come through for him.

Under the auspices of the Navy League, all the big brass was invited to opening night. The Lieutenant Governor, Mayor and a hundred provincial and local dignitaries also accepted the invite, most of them turning up in full dress. V.C. winners Cec Merritt and Sgt. Smoky Smith were among the honored guests. Ten British Royal Marines, veterans of World War I were interviewed by Press and radio, and the T.V. cameras picked up the story that evening.

A very colourful Naval parade and march past preceded the opening night ceremonies, including the brass band from H.M.C.S. Discovery and the bugle band of the R.C.N. Sea Cadets. Ack didn't forget the gals either, and a smart company of Wrens took part in the parade. The Navy looked after the decorations, and the theatre was truly a blaze of colour. A 16 foot torpedo was displayed in the lobby, guarded by a detachment of naval personnel. Wrens and Sea Scouts acted as honorary ushers, directing the dignitaries to their seats. The Sea Scouts also paraded, bugle band and all, to the theatre down the main drag on Saturday morning.

A very striking full page co-op in the Vancouver Province with local British firms picking up the tab made very impressive advance publicity. Sir Michael Bruce, brother of actor Nigel Bruce, attended the opening which netted a front page story in the Herald. The local Society editors picked up the list of guests and came through with good stories in the three dailies.

All in all Ack really gave COCKLESHELL HEROES one grand send-off ... and they're still talking about it in Vancouver. Atta boy Ack ... just keep it a-comin' ... huh?

.X.X.X.X.X.

## EMPRESS - EDMONTON

Fred Varlow was playing the twin bill DAY THE WORLD ENDED and THE PHANTOM FROM 10,000 LEAGUES. Somewhere he got hold of a 'monster' costume, squeezed his doorman into it and sent him out on the streets on the day before opening. Since it was the weekly late shopping night, the 'monster' paraded through all the department stores for two hours, and caused quite a commotion.

The local radio station sponsors a Teenage Rock 'N Roll jamboree every Saturday afternoon in a local ballroom. Fred got in touch with the lads on the station and arranged for the monster to make a personal appearance, and dance with one of the 'Queens'. The entire two hour program plugged his attractions, and to sweeten it up a little, Fred handed out a few courtesies to the winners of the several contests. Fred reports that his afternoon attendance doubled due to this stunt.

The total cost came to something less than fifteen bucks; which I'd say was really getting 'Value for Money' ... Nice going.



## COLONIAL, - PORT ARTHUR

Well ... whaddaya know? Our needling, plus an assist from Jimmy Cameron seems to have borne fruit, and I have before me a complete story on the Western Jamboree initiated by Lloyd Palmer several months ago. Can't figure out why it took so long to get this info to me Lloyd. All you had to do was send me a dupe of your story to Exhibitor Sweepstakes. However, glád I finally got the material, and now let's pass the good word along.

Lloyd conceived the idea of a Western Jamboree on his stage away back in January. He found a small local band, hungry for some publicity, and willing to work for it ... and did he ever put them to work. He next discovered, through a friend of his, a young lass, quite adept at the Western type of singing. Putting the T-BAR-C Ranch Boys and Grace Bradford together gave him the nucleus of his Western Jamboree.

Lloyd started with a half hour show every Tuesday evening. To round out the show he required some local talent, and didn't encounter too much difficulty in locating it. So, now he had a band, featured singer, and supporting acts. Prizes were promoted from local merchants.

This show caught on from the very first night ... in fact it became so big that the public began demanding a full hour show. Lloyd thought they were kidding ... but as the demands grew, he decided to do something about it, and inaugurated an hour-long Friday night Western Jamboree, in addition to the Tuesday half hour. The Fridays became bigger and bigger, but the Tuesdays began slipping a little, so after about a month of this he discontinued the Tuesdays.

When he first entered this deal, Lloyd had in mind a run of four or five weeks. It is now nearly six months with no signs of a let-up. It's strange how many people enjoy Western, or Hill-Billy type of music ... and will forget their T.V. or other interests to travel downtown and catch an hour of it. And you know what ...? They're beginning to enjoy their movies all over again ... and after all, that's what we're in business for, isn't it?

On Friday nights you just can't find an empty seat in the Colonial ... and YOU, if you want to exert a little effort, can probably do the same thing in your emporium. It takes a lot of planning, and don't kid yourself ... a lot of work, but it sure pays off at the old B.O.

The cost is negligible, if you handle this right ... and if you're interested in a Western Jamboree of your own, and want more details, drop Lloyd Palmer a note. I'm sure he'll give you all the help he can. Sounds to me like a particularly good deal for the rough summer months. How about it? Gonna give it a whirl?

Nice going Lloyd ... only, don't keep us in the dark on any of your other activities, will you? Jimmy Cameron advises me that you guys in the Lakehead are a bunch of real Eager Beavers, but unfortunately you're a bunch of very modest Eager Beavers. There's no room for modesty in this business; guys ... so, how about it? Let's hear from you ... but often.



### CAPITOL - BRANTFORD

Bill Burke really went to town on MAN IN THE GRAY FLANNEL SUIT ... He tied up with a local men's clothing merchant, and arranged for a men's fashion show to be held on his stage on two successive evenings. C K P C broadcast the proceedings. In addition the radio station came through with well over \$200.00 of free time to help publicize the deal.

The merchant also came through with a large three column ad on FLANNEL SUIT in advance of opening, and two large two column ads plugging the feature and fashion show. Bill wasn't satisfied with this, and promoted a GRAY FLANNEL SUIT from his friend, which he used as a give-away on a lucky ballot deal. And who do you think paid for the 10,000 ballots? You guessed it ... Mr. Merchant.

In the way of a street bally, the merchant provided a man wearing a GRAY FLANNEL SUIT, who paraded the streets and handed out a few ducats to people identifying him. The Expositor came through with a good two-column pic of the chap, with his face blanked out, as a lead.

And guess what ... Business was good ... much better I'll bet than it would have been had the picture been permitted to come in cold. Even the good ones need a little Ballyhoo, fellows ... and it's that little extra that counts.

.X.X.X.X.X.

### CAPITOL - CHATHAM

Harry Wilson reports that he held a very successful Pepsi bottle-cap matinee on a recent Satayem. Not only did he jam his theatre with small fry, but averaged 10¢ a head at his confection counter. He has increased materially the sale of popcorn and fountain drinks through the consistent use of U.N. flags.

In the way of public relations, Harry is running a benefit show for St. Anthony's Church this coming Sunday. The church was completely destroyed by fire recently. Warners are contributing the necessary film ... the theatre employees are donating their services, and the Chatham Daily News has promised its support in assuring the success of this venture.

.X.X.X.X.X.

### GAIETY - WINNIPEG

I see a swell photo of a display of art created by the children of the Winnipeg public schools, which was used as a lobby attraction in support of the RICHARD III engagement. Frank Willis arranged the details, but Harold Bishop advises me that Jim Fustey, who has since been transferred to the Lakehead was responsible for setting the whole deal up.

I see a receptacle at one end of the lobby urging patrons to drop their spare pennies in for the current Salvation Army drive. Since the admission is 90¢ and the tax 9¢ they're left with an odd penny out of their dollar. This helped create a lot of good will for the theatre, even though the Army didn't make a fortune out of the deal.

## CAPITOL - WELLAND

A local gal knocked off the title of 'Niagara Blossom Queen' at a recent Peninsula-wide competition. Les Mitchell noticed that she has made the newsreels and arranged for her to make a stage appearance, at which she was presented with a variety of gifts promoted from local merchants, by the Mayor. A good advance story in the local daily, and fine pictorial coverage on the following night.

The opening of CONQUEROR was also the opening night of the baseball season, so Les arranged with the baseball people to have his car in the parade which marked the opening ceremonies ... and, naturally, his car was bannered 'The conquerors of tonight's game will receive guest tickets to see THE CONQUEROR at the Capitol.'

When Les ran the final in his series of ELMER shows, the winner was presented with his bicycle by a member of the Welland traffic squad. A good picture of the presentation, with excellent theatre credits, appeared in the daily.

For his DAY OF TRIUMPH date, Les contacted every minister in the entire Welland area, and arranged for pulpit announcements on the Sunday before he opened. Several clergymen agreed to voice their opinions of the picture at a special preview, and these were taped by the lads on C H V C, and later aired ... at no cost to the theatre. Les also arranged with the Sister Superior at the Catholic Elementary School to permit the children to visit the theatre in a body on two afternoons. Father Delaney of the Catholic High School also was persuaded to declare a school holiday on one afternoon, provided that his students attended DAY OF TRIUMPH. Needless to say this attraction enjoyed good business during its three day run.

I like this. When Les has a matinee replacement of an 'Adult' picture on a Saturday, he has his marquee copy changed completely, and changes back again for the night performance. In this way the kids know what they're going to see, and so the adults. It takes a few minutes for the changes ... but it pays off.

.X.X.X.X.X.

## STRAND - BRANDON

Nice to hear from Pearl Treleaven again ... the gal's back at the helm of the theatre for the summer months, and I know we'll be getting loads of stuff from her. For PICNIC, Pearl arranged with the distributors of the pocket editions to cover every store in the area with good window displays. Other displays were arranged with music stores in the city, and sporting and hardware stores.

Pearl arranged a public PICNIC in her lobby on opening night, and handed out samples of meat products donated by a local packing house. On succeeding nights she promoted Maple Buds, Orange Crush etc. for giveaways. The distributors placed good displays in her lobby boosting their products and the picture. As advance she decorated her confection bar PICNIC style, with baskets, greet matting, dishes, etc. Very effective.

C K X came through with several good musical plugs - gratis. An excellent all-around campaign, and we'll be expecting to hear often from Pearl in the future.



## CAPITOL - VANCOUVER

There are a lot of Scots in Vancouver, and Charlie Doctor thinks he met every single one of 'em when he gave them GEORDIE ... and he can't be very far wrong. Let's see what he did to attract them into his theatre.

First of all Charlie held a 'Red Carpet' sneak preview, and what a deal it turned out to be. He shot the works ... really dolled up his staff, catered to his patrons' every possible needs, and sent 1600 of them out as walking and talking advertisements for his regular engagement.

Vancouver's own Seaforth Highlanders of Canada really went all out to sell GEORDIE. On opening night they paraded to the theatre, led by their pipe band ... and Charlie estimates that 10,000 people jammed the one block that the theatre is on. The military brass exerted enough pressure to have the city authorities block off the entire area for fifteen minutes, while the kilties manoeuvred through the intricacies of a very smart precision drill.

Special invitations were mailed for opening night, to top ranking officers and personnel of the Seaforth's, and this served to crack the society pages of the newspapers. The regiment did a terrific job of decorating the concourse and lobbies with plaid kilts, scarlet coats, old Scottish shields etc. and provided full-dress guards in and outside both entrance doors. They passed out 10,000 Seaforth recruiting pamphlets, with the cover copy being only ... 'WEE GEORDIE is a Bra Scot.' Couldn't make it any plainer than that ... could they?

Not to be put to shame by the Scotties, Charlie had his staff attired in colourful Glengarrys, white gloves, corsages and boutonnieres, backed with plaid ribbon. Two usherettes served as receptionists on opening night, ushering guests to their seats.

Charlie used 5,000 special, very smart heralds, addressed 'From One Scot to Another' ... and mailed to everybody in the phone book who even had the slightest trace of a Scottish brogue. 200 window cards were silk-screened, using the caricatures prominently used in the newspaper ads. The radio stations kicked in with much free time, and a fifteen minute tape of the opening night's doings.

One of Charlie's best deals, I think, was his tie-up with the Teletime people. Charlie gave them a 1-frame trailer on his screen reading ... 'For the Correct Time Phone ... ANYTIME.' In return for this, Teletime, who handle 25,000 calls every twenty-four hours, gave the following transcribed plug every third call ... 'Now is the time to see WEE GEORDIE at the Capitol ... The time now is ...' Not bad, huh?

To round out his show, Charlie booked in a special subject, "The Road to Canterbury" ... which was very well received. "There was nothing Scotch about our Bugs Bunny Cartoon" adds Charlie, "But our display out front gave Bugs a very special tartan of his own."

I hope I didn't leave anything out ... but I guess you guys get the idea. Here was an expertly planned and executed campaign, and it really paid off. Nice going Charlie ... Let's have more, huh?

## GET WELL TED

While on the second week of his vacation, Ted Doney, manager of our Royal in Guelph was taken violently ill and rushed to the hospital with a bad case of internal hemorrhage ... and the boy was really worried. We're glad to report that the X-Rays didn't reveal anything of a serious nature, and after a few days of the customary observation Ted was sent home to take things easy for a while.

I talked to Ted a few days ago and he's feeling fine, and hopes to be back in action by the time this issue is ready for mailing, and that's good news. Get well Ted ... and KEEP well, and we'll be seein' you soon.

.X.X.X.X.X.

Well guys ... this wraps up our current issue of BALLYHOO. I can't honestly say that I'm particularly tickled at the amount of material sent in as evidence of your selling activities ... and I know all the answers. You're either on holidays, or back from holidays or getting ready for holidays ... It's very hot out ... (where?) ... the merchants just don't feel like getting together with you ... your newspaper is short staffed and short spaced and won't give ... Oh, I can think of hundreds of 'em.

But ... BUT ... it's a strange thing, the ones who really WANT to sell, and know how to sell, and are truly concerned with their business don't seem to run into these difficulties. Or if they do, they're smart enough and experienced enough to figure ways and means of combatting them, like Bill Burke in Brantford or Zara Ellwood in St. Thomas.

We're in a business that operates twelve months of every year guys ... and we've got to work at it twelve months out of twelve. It's no trick, and no particular credit to you to pick out the big ones ... the ones that are presold either by the producers or by our own publicity department, and then send in half a dozen lines to rave about the business you did.

The trick, and real mark of a Showman is to sell the ones you aren't quite as sure about ... the off-beat pictures, the 'sleepers' ... the good pictures, even if they're not in the top bracket class, that the public doesn't know too much about.

The answer to all this is CONSISTENCY ... which is just another word for HABIT. Of course you've got to like your job and the business you're in ... but naturally, we're taking that for granted.

Let's get cracking gang ... An awful lot of people who are vitally interested in YOU and your performance read this little sheet, and perhaps are influenced by the accounts of your activities as reported in it. Let's smarten up, huh? ... and show a little AMBITION and a whole lot of MORALE.

Need I say more? Be seein' you in a couple of weeks.

Dan Krendel



11 + 12 - Land of

18 19

25 26 Wainwright

April 142 - Tadpole

April 849 - Bush + Birdie

April 1516 - The Reservoir

April 2223

U 2 Rattle

Ham

Mississippi

occurred

Naked Gun

Rampkinhead

deduct from 1500

to pay Rampkinhead

March 22/89

ORDER

EXCITER

Spelling

Rampkin  
Jays